

FOR IMMEDIATE RELEASE

Contact: Alex Carr
The Climate Registry
alex@theclimateregistry.org
o 778 340 8837 | m 778 394 8711

Survey finds leading North American organizations are committed to reporting and reducing their carbon emissions with or without government regulation

Companies motivated to manage carbon for business reasons: expected cost of carbon and consumer pressure to be green

(March 1, 2010 – Los Angeles, CA) Over three quarters of the organizations surveyed by The Climate Registry said their future carbon management and reduction plans are not contingent on mandatory regulation. Instead, over 80 percent of the organizations indicated their primary driver is to be a sustainable organization, and almost 70 percent hope to save money through increasing their energy efficiency.

The Climate Registry, North America's leading voluntary greenhouse gas (GHG) registry, issued its survey to gauge how its Members are planning for the future in light of regulatory uncertainty. The Climate Registry currently has over 400 Members, who use The Climate Registry's highly regarded standards to calculate and publicly report their carbon footprints. Members include Walmart, Ford Motor Company, Eastman Kodak, SaskTel, Virgin America, United States Postal Service, Levi Strauss, Amtrak, Red Bull, the University of California school system, Salt Lake City, and Flight Centre Canada.

According to the survey findings, eight out of ten organizations expect that rising energy costs will have moderate to significant impact on their business operations over the next few years. Almost six out of ten indicated they expect to be under added consumer pressure to be green.

The survey was issued at the same time as the US Securities and Exchange Commission (SEC) issued its first-ever guidance on climate-related "material" risks. The Climate Registry is specifically noted in the SEC guidance document as one of the ways companies have been voluntarily disclosing their carbon emissions.

"We believe that there are many benefits associated with measuring and reducing our carbon footprint," said Greg Dixon, President of Flight Centre Canada. "Understanding where the carbon is in our operations will help us manage the future costs of carbon and respond to climate-related disclosure requirements. And just as important to us, we want to be able to demonstrate to our customers and the community that we're operating in a sustainable way."

Eight-five percent of respondents defined corporate environmental leadership in 2010 as not only reporting and verifying your carbon emissions inventory, but also reducing your emissions. Well over half anticipate reducing their emissions in the next two to five years, with less than 20 percent of these indicating that their reduction goals are contingent on mandatory regulation.

"Accountability is a core principle at Kodak that we apply to all our actions -- including our emissions to the environment," said Charles Ruffing, Director of Health, Safety, Environment and Sustainability at Eastman Kodak Company. "We support accounting for our carbon emissions not only because it is what our customers and investors expect of us, but it is what we expect of ourselves."

The survey highlights:

- 78% of the organizations indicated that they are subject to regulation under the US EPA's Mandatory Reporting Rule or Environment Canada's GHG Emissions Reporting program, but 82% said that their future carbon management or reduction plans are not contingent upon regulation.
- Almost half of survey participants indicated they had already established a carbon reduction goal, and 65% indicated that their short term goals include a carbon emissions reduction plan.
- 85% indicated that environmental leaders in 2010 reduce their carbon emissions, while 60% said that leaders also encourage their suppliers to report and manage their emissions.
- Over 80% indicated that their main driver for reducing emissions is a desire to be a sustainable and environmentally friendly company; almost 70% said they hoped to save money through increased energy efficiency.

The Climate Registry recently introduced the Climate Registered program to support and showcase leading organizations that are voluntarily reporting and reducing their carbon emissions with integrity.

Supported by several Governors, Premiers and environmental groups, the Climate Registered program has already attracted leading organizations Eastman Kodak Company, Flight Centre Canada, Allergan, Pacific Gas & Electric Company, Ecology & Environment, Sierra Nevada Brewing Co., Seattle Steam Company, Armstrong World Industries, Bentley Prince Street, Left Coast Cellars and Thurston County. Organizations are able to apply to be a Charter Member the Climate Registered reduction program until April 1, 2010.

The survey of The Registry's 400 Members was completed in mid February 2010.

About The Climate Registry

The Climate Registry is a non-profit organization that operates the only North American voluntary GHG registry. Governed by states, provinces, territories and tribes, The Climate Registry helps hundreds of public and private organizations measure, report and reduce their carbon emissions with integrity.

For more information, please visit www.theclimateregistry.org.